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JC918 U.S. PTO
09/18 10324
03/16/01

Applicant : Steven M Schein, et al.
Application No. : To be assigned
Filed : Herewith
Title : SYSTEMS AND METHODS FOR LINKING
TELEVISION VIEWERS WITH ADVERTISERS
AND BROADCASTERS
Grp./Div. : To be assigned
Examiner : To be assigned

Docket No. : 41875/RRT/S787

**INFORMATION DISCLOSURE STATEMENT
FOR A CONTINUING NON-CPA APPLICATION**

Assistant Commissioner for Patents
Washington, D.C. 20231

Post Office Box 7068
Pasadena, CA 91109-7068
March 16, 2001

Commissioner:

In compliance with the duty of disclosure under 37 CFR §§ 1.56, 1.97 and 1.98, enclosed are copies of FORM PTO-1449 (2 sheets) and Form PTO-892 (4 sheets) from the parent application. The references listed thereon are not enclosed because they were of record in the parent application, Application No. 09/416,161, filed October 11, 1999.

It is respectfully requested that these references be considered in the examination of this application, and identified in the list of references cited on the patent issuing on this application.

Respectfully submitted,
CHRISTIE, PARKER & HALE, LLP

By


Raymond R. Tabandeh
Reg. No. 43,945
626/795-9900

RRT/dsz

Enclosure(s): FORM PTO-1449 (2 sheets) and Form PTO-892 (4 sheets)
DSZ PAS332820.1-* 3/8/01 10:51 AM

Notice of References Cited			Application No. 09/416,161	Applicant(s) Schein et al.		
			Examiner Hai Tran	Group Art Unit 2711	Page 1 of 1	
U.S. PATENT DOCUMENTS						
	DOCUMENT NO.	DATE	NAME		CLASS	SUBCLASS
A	6,002,394 ✓	12/14/1999	Schein et al.		345	327
B	5,758,257 ✓	05/26/1998	Herz et al.		455	2
C	6,020,883 ✓	02/01/2000	Herz et al.		345	327
D	5,585,866 ✓	12/17/1996	Miller et al.		348	731
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FOREIGN PATENT DOCUMENTS						
	DOCUMENT NO.	DATE	COUNTRY	NAME	CLASS	SUBCLASS
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NON-PATENT DOCUMENTS						
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Notice of References Cited				Application/Control No.		Applicant(s)/Patent Under Reexamination			
				09/416,161		SCHEN ET AL.			
				Examiner Hai Tran		Art Unit 2711		Page 1 of 1	
U.S. PATENT DOCUMENTS									
*		DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS	DOCUMENT SOURCE **		
<input type="checkbox"/>	A	6005565	Dec. 1999	Legall et al.	345	327	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/>	B	6098065	Aug. 2000	Skillen et al.	707	3	<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/>	C	5940073	Aug. 1999	Klosterman et al.	345	327	<input type="checkbox"/>	<input type="checkbox"/>	
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*A copy of this reference is not being furnished with this Office action. (See Manual of Patent Examining Procedure, Section 707.05(a).)

**APS encompasses any electronic search i.e. text, image, and Commercial Databases.

U.S. Patent and Trademark Office

PTO-892 (Rev. 03-98)

SERIAL NO.

08/837,076

GROUP ART UNIT

2711

ATTACHMENT
TO
PAPER
NUMBER

5

NOTICE OF REFERENCES CITED

APPLICANT(S)

Steven M. Schein et al

U.S. PATENT DOCUMENTS

*	DOCUMENT NO.	DATE	NAME	CLASS	SUB-CLASS	FILING DATE IF APPROPRIATE
A	5 5 8 9 8 7 2	12/7/96	Knee et al	348	906	6/7/95
B	5 6 5 7 0 7 2	8/12/97	Aristides et al	348	906	9/10/96
C	5 6 7 7 0 8	10/14/97	Matthews, III et al	348	906	5/5/95
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09/18/10224
03/6/0

FOREIGN PATENT DOCUMENTS

*	DOCUMENT NO.	DATE	COUNTRY	NAME	CLASS	SUB-CLASS	PERTINENT SHTS. DWG.	PP. SPEC.
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OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, Etc.)

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EXAMINER

Vivek Salvantam

DATE

02/05/01
5/26/98* A copy of this reference is not being furnished with this office action.
(See Manual of Patent Examining Procedure, section 707.05 (a).)

SERIAL NO.

08/837,078

GROUP ART UNIT

2711

ATTACHMENT
TO
PAPER
NUMBER

3

NOTICE OF REFERENCES CITED

APPLICANT(S)

STEVEN M. SCHEIN et al

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	DOCUMENT NO.	DATE	NAME	CLASS	SUB-CLASS	FILING DATE IF APPROPRIATE
A	5 6 6 3 7 5 7	9/2/97	Morales	348	13	7/25/91
B	5 6 3 5 9 7 9	6/3/97	Kostreski et al	348	13	5/27/94
C	5 5 7 2 4 4 2	7/21/94	Schulhof et al	348	7	
D	5 5 5 9 5 4 9	9/24/96	Hendricks et al	348	12	
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08/837,078

09/02/97

FOREIGN PATENT DOCUMENTS

	DOCUMENT NO.	DATE	COUNTRY	NAME	CLASS	SUB-CLASS	PERTINENT SHTS. DWG. PP. SPEC.
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P							
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OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, Etc.)

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EXAMINER

Vivek Skrivastava

DATE

02/05/01
2/19/98

* A copy of this reference is not being furnished with this office action.
 (See Manual of Patent Examining Procedure, section 707.05 (f).)



FORM PTO-1449

**INFORMATION DISCLOSURE STATEMENT
BY APPLICANT**

(Use several sheets if necessary)

DOCKET NO./ATTY.
32536/RRT/S787

APPLICATION NO.
08/837,078

APPLICANT
Steven M. Schein et al.

FILING DATE
April 11, 1997

GROUP
2711

U.S. PATENT DOCUMENTS

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OTHER DOCUMENTS

(Including Author, Title, Date, Pertinent Pages, etc.)

15

VideoGuide, "VideoGuide User's Manual," pp. 1-27 (p. 11 is the most relevant).

DATE CONSIDERED

4/26/95

02/05/01

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

(PTO Rev. 1/98)

SEARCHED INDEXED SERIALIZED FILED OCT 03 1997 PATENT & TRADEMARKS O I P E		Attorney Docket No. 014774-004430	Serial No.: 08/837,078			
		Applicant: Schein, et al.				
		Filing Date: April 11, 1997	Group: 2602			
U.S. PATENT DOCUMENTS						
Examiner Initial	Document No.	Date	Name	Class	Sub-class	Filing Date (If Appropriate)
<u>V</u> A1*	5,155,591	10/1992	Wachob			
<u>S</u> A2*	5,465,113	11/1995	Gilboy			
<u>S</u> A3*	5,523,796	06/1996	Marshall, et al.			
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<u>S</u> A12	5,483,278	01/1996	Strubbe, et al.			
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	Document No.	Date	Country	Class	Sub-class	Translation (yes/no)
B1	WO 95/28055	10/19/95	PCT			
OTHER ART (Including Author, Title, Date, Pertinent Pages, Etc.)						
EXAMINER	<i>Vivian Salveter</i>		DATE CONSIDERED	2/19/98 02/05/01		

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.